

**THE OPEN UNIVERSITY OF SRILANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**BA IN SOCIAL SCIENCES – 2015/2016**  
**FINAL EXAMINATION - LEVEL 5 (SEMESTER II)**  
**SSU3203 – CROSS CULTURAL COMMUNICATION**



**DURATION: 03 HOURS**

**Date: 19<sup>th</sup> March 2016**

**Time: 09.30 a.m. – 12.30 p.m.**

**Instructions**

- *Answer five (05) questions. Each question carries 20 marks.*

1. (a) Critically explain what is meant by culture with reference to Anthropological and Evolutionary perspectives.  
 (b) Are cultures in the present day world mostly harmonious or unharmonious?
2. (a) Explain the significance of values and norms in the context of cross cultural communication  
 (b) What are the implications of normlessness as you see?
3. (a) Explain the Noble Eight-fold Path in Buddhism  
 (b) State how 'Right View' and 'Right Thought' become core principles of sound human communication.
4. Critically explain four of the major cross cultural communication competencies.
5. Explain at least five major cultural practices relating to agricultural settings in Sri Lanka.
6. The relationship between dominant and sub-cultures need to be managed well if we are to have a stable society. Discuss
7. We need to respect different forms of cultural assimilation if societies are to remain functional. Explain with reference to forms of assimilation.
8. What are the major social forces that have significantly influenced culture during our life time?
9. Write short notes on any Four of the following:
  - (a) Empathy
  - (b) Situational Knowledge according to Cody and McLanghlin
  - (c) The message in Mahabharatha
  - (d) Origins of the Caste System
  - (e) Ethnocentric assumptions